TAILOR

Foundations of Trustworthy AI – Integrating Reasoning, Learning and Optimization
TAILOR
Grant Agreement Number 952215

Dissemination Plan, ver 2

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Document Review		
Reviewer	**Partner ID / Acronym**	**Date of report approval**
Holger Hoos	ULEI, #7	2022, June 10
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Executive summary

This document is the communication and dissemination plan for the H2020 project TAILOR. The objective of this plan is to outline the main strategy for communication and dissemination activities, and to provide an overview of the communication and dissemination objectives, tools and planned activities.

The plan will be used for everyday management of communication activities, as well as guidance and information to anyone interested in these topics. It will be updated twice yearly, or as necessary, during the project duration.

Background

The TAILOR project

The purpose of TAILOR is to build the capacity of providing the scientific foundations for Trustworthy AI in Europe by developing a network of research excellence centres leveraging and combining learning, optimization and reasoning.

TAILOR is addressing technological issues, community building, innovation concerns and societal issues. The project is implemented through a set of specific instruments, namely:

- the establishment of a network of centres of excellence in AI;
- the development of a strategic research and innovation roadmap for the foundations of Trustworthy AI;
- the execution of a technical research agenda based on major technological challenges;
- the implementation of an innovation and transfer programme driving a deep collaboration with industry;
- the establishment and management of a connectivity fund for the purpose of integrating the European AI community around the theme of fundamental underpinnings of Trustworthy AI;
- the organisation of events meant to inform policy makers and the general public toward Trustworthy AI (but also on AI in general) to increase awareness and boost the definition of policies that support the uptake of AI technologies.

Strategy

Two important roadblocks need to be lifted to put effective networks in operation:

- Identifying emerging trends and new societal, ethical and industrial challenges in the complex field of AI is difficult. Even more complicated is the continued synthesis of these strands into a coherent and prioritized scientific and technical picture that takes advantage of existing assets. How can we design and effectively maintain a European strategic research and innovation roadmap for the foundations of Trustworthy AI?

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- The current scientific landscape in AI is fragmented, not only because of different perspectives on AI (such as learning vs reasoning) but also because many research groups work individually or in smaller constellations in relatively isolated scientific communities thereby drastically reducing the capacity for AI research in Europe and failing to get visibility. Bringing together various communities and ecosystems – engaging with citizens and scientists, across geographies, maturity levels, and disciplines – is necessary to reduce fragmentation and effectively use resources. How can we remove the borders between the different subcommunities in AI and bring these communities together to work on identifying and tackling the key open problems in AI?

Objectives

The expected outcome of the TAILOR project is a strong academic-public-industrial research network with the capacity of providing the scientific basis for Trustworthy AI. The network will be based on a number of innovative state-of-the-art mechanisms. A multi-stakeholder strategic research and innovation research roadmap continually collecting and monitoring the scientific research challenges to achieve Trustworthy AI which coordinates and guides the research in the network. A basic research program forming virtual research environments with many of the best AI researchers in Europe addressing the major scientific challenges and identified in the roadmap with a technical focus on integrating learning, optimisation and reasoning. The research program is divided into five themes: Trustworthy AI, AI Paradigms & Representations, Acting, Social, and AutoAI. A collection of mechanisms supporting innovation, commercialization and knowledge transfer to industry such as thematic workshops, industrial PhD students and joint academic-industrial research labs building on a few representative companies and large research institutes with strong connections to many different application domains and companies. A collection of mechanisms supporting effective collaboration within the network such as a AI- Powered Collaboration Tools, PhD program, and training programs. A connectivity fund to support active dissemination across Europe through for example research visits and joint workshops allowing the network to grow and to support the scientific stepping up of more research groups.

The project's consortium is committed to demonstrate that research and innovation based on expertise, cooperation, and diversity can achieve the European vision of Human-Centered Trustworthy AI and make Europe the global role-model for responsible AI.

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Network

The main TAILOR instrument is the network consisting of the 54 partners and at least 60 additional network members organised into 5 virtual research environments guided by a strategic research and innovation roadmap and verified through industrial use-cases.
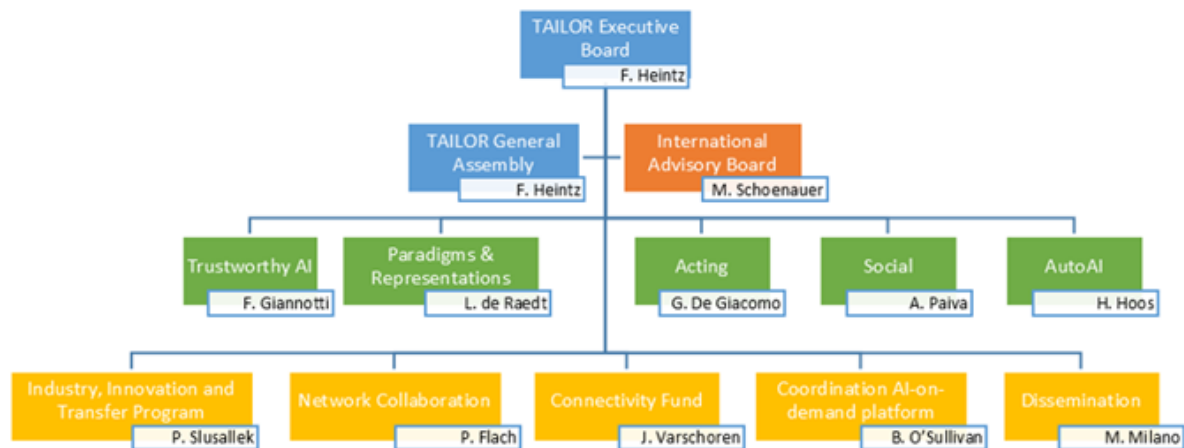
Figure 1: TAILOR Organisation

Key Messages

The main messages that we need to convey in our dissemination and communication are the following:

- TAILOR is committed to develop the scientific foundations of Trustworthy AI.
- TAILOR strongly believes that it is necessary to combine techniques from learning, optimisation and reasoning to provide trustworthy AI.
- TAILOR will make key technical advancements to achieve the European vision of human-centred trustworthy AI.
- TAILOR will increase the AI research capacity of Europe by developing a network of research excellence centres leveraging and combining learning, optimisation and reasoning.

Dissemination and communication in TAILOR

The dissemination of project results into new knowledge, products, and exploitation in general are key indicators for project success. The elaboration of a dissemination strategy, a concrete plan, and the management of related activities will be the focus of Work Package (WP) 12 (Dissemination and Outreach) in the TAILOR project. UNIBO as WP12 leader defines the main guidelines for a high impact communication strategy in close collaboration with the other partners.

The main objectives of the TAILOR dissemination plan will be to:

1. strengthen the vision and results of the project on a large scale;
2. seed the formation of instruments and groups to support long-term visibility of scientific results and tools related to Trustworthy AI.

The strategy is articulated along two different dimensions, and in particular:

"Who": Identification of target groups, their needs and interests, and definition of their connection with Trustworthy AI (e.g., as a research topic, a mean to strengthen business

operations, as a main business area, or as mean to ensure fairer and ethical AI-powered public services).

"How": Definition of actions and instruments designed to reach the target groups, including (for example) the selection of conferences and journals, B2B and R2B events, and media. Production and management of centralized resources related to the topic of Trustworthy AI.

Our dissemination activities can be broadly grouped into the following classes, namely:

- preparation and management of on-line resources;
- publications and presentations, both in scientific conferences and workshops and also in informal internal meetings of the TAILOR project fostering networking and collaboration between people and labs;
- liaison activities with other projects and related European and national AI initiatives;
- organization of events directed toward policy makers informing them on AI in Europe and its strategic directions, together with VISION and CLAIRE, who have already experience in these settings;
- organization of events directed toward industry informing them on the practical guidelines for implementing trustworthy solutions;
- organization of events directed toward the general public to increase awareness, together with VISION and CLAIRE, who have already experience in these settings;
- organization of and participation in scientific events related to Trustworthy AI.

The planned actions are meant to increase awareness and showcase the project results and highlight their practical applicability, potential economic/policy impact, with particular attention on seeding the formation of resources and initiatives related to Trustworthy AI that could last beyond the project duration. Some of the actions described are tightly connected to similar communication activities, which will be discussed in more detail in Section 4 – External Communication Plan.

Internal communication

Communication objectives

- Researchers in all work packages have access to necessary information regarding work performed in other work packages that may be of importance to their own work
- All project workers have access to information and guidance related to the project's contractual and financial questions
- Project management (coordinator and executive board) have updated information from all work packages in sufficient quantity and quality to allow for strategic management of the project.
- All project workers receive timely reminders regarding major events, deliverables and reporting procedures.

Target groups

- Researchers in all WP:s
- WP leaders
- Project management

Tools

- Newsletter
- EB meetings
- Open WP meetings
- Internal file storage (Google drive)
- Direct mail
- Mailing groups
- Yearly meetings ("TAILOR conference")

Other Communication Tools

- The primary mode for communication is e-mail. Open email groups on Google Drive have been created for all WPs. These groups are open to all individuals involved or interested in the TAILOR project, by request to the group manager.
- TAILOR will benefit from a private team on the Mattermost platform that is being set up by Inria for the European AI community, and is offered by VISION and CLAIRE. Within this team, TAILOR will open different channels, private or public, under the responsibility of communication managers. Importantly, some channels will also be open to whoever has a login on this mattermost platform, allowing wide communication among the whole European AI community independently of the entity (network, association, …) s/he belongs to.
- Meetings are mainly held on digital platforms. The project as such provides no tool for digital meetings. The most used digital platforms used so far by project partners have been Zoom and Google Meet. Physical project meetings are currently limited due to the covid-19 situation.
- The Google Drive platform provides a valuable tool to share information and comments, to work on documents, and to keep track of progress. Particularly, a Handbook is provided as a tool for all involved in the project, a convenient means to find the information needed on a day-to-day basis when working in this project. It is a live document, and it can be revised and improved when needed, to always reflect the ways that the consortium choses to work and collaborate.

External communication and dissemination

Objectives

The objectives of the external communication and dissemination (C&D) can be deduced from the funding agency's and the project's objectives, and measured by the associated KPI:s as defined in the Grant Agreement:

Project objectives	C&D objectives

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1. Establish a strong pan-European network of research excellence centres on the Foundations of Trustworthy AI	● Establish the TAILOR Network as a brand of excellency ● Assure information flow between research groups on common activities ● Increase number of members in the network ● Assure participation from all European countries
2. Define and maintain a unified strategic research and innovation roadmap (SRIR) for the Foundations of Trustworthy AI	● Promote participation to SRIR workshops and writing sessions ● Distribute and promote the SRIR to relevant stakeholders
3. Create the capacity and critical mass to develop the scientific foundations for Trustworthy AI	● Facilitate publication of results from the TAILOR project ● Promote research visits
4. Progress the Scientific State-of-the-Art for the Foundations of Trustworthy AI	● Promote leading TAILOR scientific publications
5. Build sustained collaborations with academic, industrial, governmental, and community stakeholders on the Foundations of Trustworthy AI	● Promote events such as TDW ● Promote possibilities for collaboration with industry to the academic partners and vice versa
6. Increase Knowledge and Awareness of the Foundations of Trustworthy AI across Europe	● Contribute content to the AI4EU platform

Target groups

Our communication and dissemination efforts are focused on ensuring effective communication with industrial and public actors, on stakeholder engagement (e.g., for the definition of requirements and use cases), and on maximising the visibility of results and tools, and training resources related to Trustworthy AI.

In addition to the AI on demand platform engagement supported by TAILOR within the WP11, it is of key importance to provide a good linkage with other Networks of Excellence created through the VISION Coordination and Support Action. This is illustrated in the figure below, where VISION acts as a channel of communication for TAILOR with respect to the different target groups that TAILOR focuses on.

- The broad AI scientific community, as a major source of contributions on the topic of trustworthy AI and one of the main actors to which the Strategic and Innovation Roadmap will be addressed. More in detail, we will plan dissemination actions directed at major AI conferences, research associations and discussion groups, other projects, and local research networks of each partner. In addition an effective and fruitful collaboration with the main European initiatives is crucial: we aim to connect through VISION with the other Network of Excellence funded by the Commission under the ICT-48 call; we aim to connect with the AI4EU project devoted to design and implement the AI-on-demand platform and the follow up projects funded by the Commission under the ICT-49 call; last but not least the AI, data and robotics PPP that is currently developed to aggregate the public and private stakeholders.
- Scientific AI associations, that are very active in Europe and form the backbone for AI research. These are CLAIRE, the Confederation of Laboratories on Artificial Intelligence Research in Europe, ELLIS European Laboratory for Learning and Intelligent Systems and EurAI, the European Association of Artificial Intelligence, an umbrella association that puts together all national AI associations. TAILOR will engage with these associations and their networks of researchers and industries.
- The education sector, which will be crucial to raise the next generation of AI talents and should therefore be kept aware of developments and current research directions in Trustworthy AI. We plan to aim our efforts at higher education institutions, including the institutions of the academic partners of the TAILOR project. We also plan dissemination activities addressed directly at undergraduate and graduate students. TAILOR, in collaboration with other networks, with TAILOR, CLAIRE and EurAI, will organize summer schools that are attractive to the best young talent in our network and beyond. These schools will be properly advertised to reach out the largest

- possible audience at European level. TAILOR will also organize challenges and hackathons, very popular amongst young computer scientists, and open to all: young talents should be better prepared to face, and create trustworthy AI systems for, real-world problems. These challenges and hackathons need to be strongly supported by a communication mechanism that is meant to reach AI researchers and developers.
- Business actors, as potential beneficiaries of trustworthy AI, users of the related tools, and providers for requirements and priorities. This group includes large companies, SMEs, spin-offs and start-ups, but also industrial associations and standardization bodies. This will be achieved by connecting mainly to the Digital Innovation Hubs that are connected to AI. These DiH are connected through an ICT-49 project, whose coordinator (PwC) is part of VISION, with which TAILOR will connect. The AI alliance is also a good channel for distributing the results of TAILOR and the opportunities provided by open calls. Finally the PPP on AI, data and robotics will be a strategic initiative of the commission for AI and will involve the key industrial players in AI. TAILOR will have good connections with the PPP, as CLAIRE and EurAI are two of the five partner organizations establishing the PPP.
- Public stakeholders, such as public administrations at different levels, legislative/ regulatory discussion groups and associations and the policy-making groups with the EU and member states. Also for these stakeholders we need to identify proper communication channels.
- General public, to increase engagement and awareness on AI in general we need to identify proper events and specific formats aimed at informing the general public on the use of AI. CLAIRE and EurAI, which are both closely connected to TAILOR, are also trustees and partners of AIHub, a global organization that has this as its core mission.

In the table below the project's specific audience are introduced:

TARGET		HOW TO REACH	
WHO	FIELD OF ACTIVITY	INITIATIVES	CHANNELS
Researchers	all AI techniques	TAILOR workshop TAILOR publications informal meetings between labs	ICT48 networks and VISION CSA
PhD Students	all AI techniques	TAILOR summer schools	University and research centers in EU and associated countries
Industries, including start-ups, scale-ups, SMEs and large	Trustworthy AI solutions	TAILOR workshops	AI alliance, Digital Europe, AI DiHs, PPP on AI, data and robotics

companies and public bodies			
AI associations such as CLAIRE, EurAI, ELLIS	all AI techniques	Events and communication to board members	Members of TAILOR that seat in the board of the associations
Policy makers	Trustworthy AI solutions	TAILOR event for policy makers	AI alliance, connections with the EC and government in members states and associated countries
Related EU projects and initiatives	Trustworthy AI solutions	TAILOR workshops	Connections through VISION to all ICT48 networks, connections to ICT49 and AI4EU, connections to the AI, data and robotic PPP
General public	All AI techniques	TAILOR events	Connections through VISION and AIHub, of which CLAIRE and EurAI are partners
AIDA	Trustworthy AI techniques	PhD School	Joint management of AI4Media and VISION

Tools

All networks of excellence are connected through VISION that will set up cross-network communications as one of its key activities. TAILOR will leverage this opportunity also to communicate outside the project boundaries.

Website

The website, tailor-network.eu, will be maintained and updated regularly and will be active for at least 3 years after the end of the project. It has a Homepage (Fig 2) and 5 main sections (About, Network, Research, Activities, Contact) each with their respective subsections.
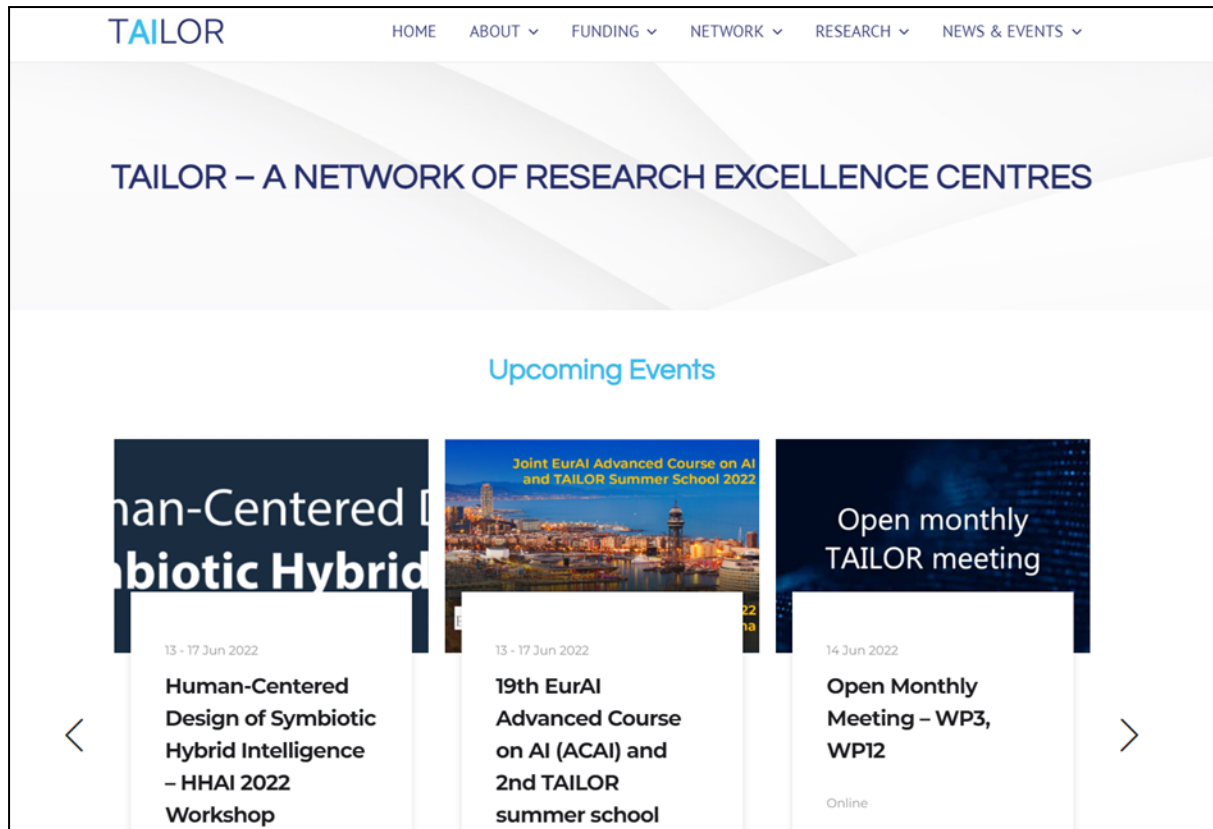
Figure 2: TAILOR Website Homepage, tailor-network.eu

A social media plan has been elaborated for the project, and is available as Annex 2.

TAILOR channels

LinkedIn:
https://www.linkedin.com/company/tailor-network-of-excellence-centres-on-trustworthy-ai

- **Twitter**: TAILOR EU Network (@eu_tailor)

- **Youtube**: TAILOR has a Youtube channel solely intended for hosting videos produced within the project. It will not be used for active promotion of the project.

Other channels

Additional dissemination will be done through VISION, CLAIRE, AI4Media, HumaneAI, AIDA and TAILOR partner social media channels, as appropriate. Especially CLAIRE has a well-established social following.

Press releases

Press releases will be issued by the communication team, and translated into the national languages by other TAILOR partners.

Newsletter

The TAILOR newsletter is sent regularly once a month. The newsletter's objectives are:
- to announce initiatives and events,
- to keep people involved in TAILOR project updated,
- to spread and disseminate both academic and public initiatives coming from TAILOR members or other ICT-48 projects,

and to foster communication among partners.

There are 2 modalities in which people can receive the TAILOR newsletter, either as part of the TAILOR mailing lists managed by the project office, or by subscribing online on the TAILOR website.

Brand manual, video, flyers and templates

The Dissemination and Communication materials (D 12.2) have been developed under the supervision of University of Bologna (see Appendix A - Brand Manual). These materials include:

● The general image of TAILOR project (Logo, colours, graphical elements, font, banner for website and social networks);

● Dissemination materials (flyer, poster, presentation video);

● Microsoft Word and Microsoft PowerPoint Templates (available on the TAILOR website for download on the "Logo" section).

Conferences and journal

TAILOR will organise a conference every year. It is meant to be an external conference involving a broader audience than just the project partners. However, for the first years, the executive board has decided the conference will be an internal one for the contingent situation of the covid-19 pandemics.

Every external conference in which the TAILOR project publishes its results (or is associated with a publication) will be stored on the conference web site. TAILOR will target AI conferences such as IJCAI, ECAI in Europe, AAAI in the USA, PRICAI in Asia, plus major conferences on specific AI areas of reasoning, machine learning and optimization, such as NeurIPS, ICML, ICLR, KR, ECML, AAMAS, ICAPS, UAI, ICLP or CP, ACM-FAT.

The publication strategy will be also aimed at well-known scientific and industrial journals, magazines, newspapers (e.g. AIJ, JAIR, Neural Computation, Journal of Machine Learning, IEEE Transactions on Pattern Analysis and Machine Intelligence, amongst others) as well as at open access journals.

AI4EU: the Trustworthy AI Repository

The research, networking, and connectivity activities of the TAILOR network will produce assets that will provide great value for the AI community. To ensure availability, these assets will be integrated with and built upon the AI-on-demand platform AI4EU. Coordination and promotion of these tasks are part of WP11 and described in WP11 reports.

While it is possible to integrate a variety of assets such as case studies and documents, currently, efforts are concentrated on News and Events, AI Assets and Research Bundles, Open Calls and Courses. All major TAILOR news, events, courses and calls will be published on the AI4EU platform by the communication team. The communication team will also assist WP11 in promoting the use of the AI4EU platform.

Major communication campaigns

Scientific papers and other contributions

For five major AI conferences (IJCAI-ECAI, AAMAS, Neurips, AAAI, ICML), a list of accepted contributions will be compiled and promoted on the website, social media and, if possible, at the venue of the conference.

Roadmap

The SRIR is a major outcome from the project. It will be issued in two versions. For each version, the following material will be produced:

- A "one-pager" short version
- A public version, with specific layout
- A press release
- An illustration for web and social media

Handbook

The Handbook on Trustworthy AI will be promoted using social media, the website and other outlets as suited:

https://prafra.github.io/jupyter-book-TAILOR-D3.2/TAILOR.html

Challenges and hackatons

During the course of the project, challenges (competitions, benchmarks, hackathons) will be proposed by TAILOR members. At least one academic challenge and one challenge related to an industrial use case should be run each year during TAILOR existence.

For each challenge, the following communications will be prepared:
- Call for proposals (website, social media, newsletter, email)
- Results (website, social media, newsletter)

Connectivity fund

The Connectivity Fund is an important instrument for the project. It is open for proposal submission 4 times/year. The fund is expecting about 100 awardees. For each submission round, the following communications will be issued:
- Call for proposals (website, social media, newsletter, email)
- Results (website, social media, newsletter)

● Presentation of each awardee (web, social media)

TAILOR conference

The TAILOR conference is a yearly event mainly for the network. The event will be promoted on the website, in newsletters and using social media.
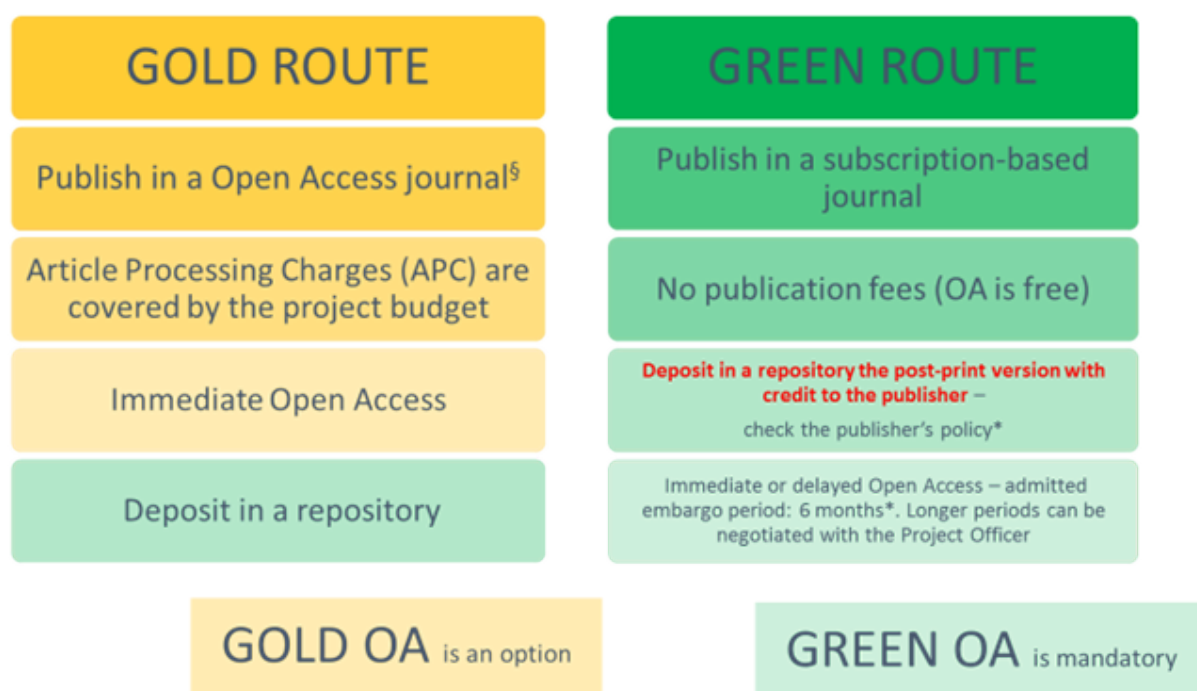
TAILOR summer school

The TAILOR conference is a yearly event for young scientists. The event will be promoted on the website, in newsletters and using social media.

Scientific Publication Strategy

TAILOR will publish its results under open access, that refers to the practice of providing online access to scientific information that is free of charge to the end-user and reusable.

With scientific information we refer to peer-reviewed scientific publications relating to project results (journal papers, conference papers etc.) and research data (data underlying publications, curated and raw data).

In particular, all peer-reviewed scientific publications related to project results must be published in Green or Gold Open Access and deposited with an Open Licence in a publication repository. Open Access and deposit is also recommended for books, conference proceedings and technical reports. For datasets, they must be deposited together or linked with the corresponding journal article in the selected data repository with an Open Licence as indicated in the Data Management Plan.

GOLD ROUTE

Publish in a Open Access journal§

Article Processing Charges (APC) are covered by the project budget

Immediate Open Access

Deposit in a repository

GREEN ROUTE

Publish in a subscription-based journal

No publication fees (OA is free)

Deposit in a repository the post-print version with credit to the publisher –
check the publisher's policy*

Immediate or delayed Open Access – admitted embargo period: 6 months*. Longer periods can be negotiated with the Project Officer

GOLD OA is an option

GREEN OA is mandatory

Evaluation and Monitoring of TAILOR Dissemination Activities

Web Portal, Trustworthy AI Repository, and Project Coordination Infrastructure	
Schedule M1-M4: Design and Development of the web site Setup of the coordination infrastructure M4-M36: Setup of the Trustworthy AI repository Regular update of the website content Regular update of the Trustworthy AI repository	Candidate Monitoring Indicators (to be measured quarterly) Number of page visits to the website. Growth rate of visits to the website Number of references to the project on search engines (e.g. Google) Number of available content items produced by TAILOR (papers, deliverables, brochures, news, success stories…) Number of content items downloaded from the website (papers, deliverables, brochures...) Number of links/followers/interactions external entities on Social Media. Number of items in Trustworthy AI repository (tutorials, datasets, etc.)
Project Image, Promotional Content, Social Media Presence	
Schedule M1-M4: Definition of the project logo Definition of a template for presentations Definition of a template for deliverables Establishment of presence on Social Media M4-M36: Regular newsletter issues Press releases Fact sheets/brochures Articles on newspapers/magazines/other news outlets Regular actions on social media	Candidate Monitoring Indicators (to be measured quarterly) Number of newsletter issues Number of fact sheets/brochures Number of press releases Number of articles on newspapers/magazines/other news outlets Number of links/followers/interactions external entities on Social Media KPI Thresholds At least 2 Newsletter issues per year At least 1 EU wide press release (M12) At least 3 national press releases about the project (M12) At least 1 project fact sheet/brochure (M12) At least 1 fact sheet/brochure per technical WP (M36)

	At least 3 articles about the project in professional-oriented magazine (M36)
Workshop Organization, Trustworthy AI Workshop Brand, and Publication Strategy	
Schedule M1-M6: Definition of guidelines for the publication strategy Definition of suggested conference/journal list M7-M36: Setup of the workshop brand Define an organization strategy for scientific workshops Publication of scientific papers on conferences and journals Organization of workshops (scientific/business/communication) Organize demonstrations/tutorial sessions	Candidate Monitoring Indicators (to be measured quarterly) Number of scientific papers on conferences Number of scientific papers on journals Number of organized workshops (of any kind) Number of organized demonstrations/tutorial sessions Number of people participating in the events Distribution per journal / top-level conference / mid-level conference publications Proportion of joint publications (publications with authors from more than 1 institution, a signal of internal cohesion and external communication) KPI Thresholds At least 25 scientific papers at conferences (M12) At least 25 scientific papers at conferences (M12-M24) At least 50 scientific papers at conferences (M24-M36) At least 8 scientific papers in journals (M24) At least 6 scientific papers in journals (M12-M36) At least 3 workshops, demonstrations, or tutorials (M24) At least 2 workshops, demonstrations, or tutorials (M36)
Liaisons, Participation in Fora & Thematic Events, Stakeholder Engagement Workshops	

Schedule	Candidate Monitoring Indicators (to be measured quarterly)
M1-M12:	Number of attended thematic events
Detailed contact plan towards relevant fora and projects	Number of consulted/joined standardization bodies
Organization of stakeholder engagement workshops	Number of consulted/joined associations
Participation in thematic events	Number of organized workshops
Participation or membership with standardization bodies	
Participation or membership with industrial associations	KPI Thresholds
	Participation to at least 3 thematic events (M12)
M13-M36:	Participation or membership with at least 1 standardization body (M12)
Organization of stakeholder engagement workshops	Organization of at least 3 stakeholder engagement workshops (M24)
Participation in thematic events	Participation to at least 3 international thematic events (M24)
Establish contacts and liaise with relevant Fora	Participation to at least 1 national thematic event per country (M24)
Establish first contacts with European projects	Establish contact with at least 50 European projects (M24)
Maintain contacts with previously contacted entities	Organization of at least 2 stakeholder engagement workshops (M36)
	Participation to at least 3 international thematic events (M36)
	Participation to at least 1 national thematic event per country (M36)
	Establish contact with at least 4 additional European projects (M36)
TAILOR Training Resources	

Schedule M12-M36: Organization of e-learning sessions covering the core of the project and technical WPs Preparation of training material for Trustworthy AI topics Organization of physical courses and seminars	Candidate Monitoring Indicators (to be measured quarterly) Number of indexed resources Number of seminars at higher education institutions Number of AI courses including elements of Trustworthy AI Number of tutorial and training resources KPI Thresholds (to be measured quarterly) At least 4 new kits with training material (M24) At least 3 new kits with training material (M36)

Obligations and Requirements for Communication Actions

Information on EU funding — Obligation and right to use the EU emblem

Unless the Agency requests or agrees otherwise or unless it is impossible, any dissemination material on any media must indicate that the project received funding from the European Union's H2020 programme.

In particular, it should display the European Union flag,and the acknowledgement of funding:

- For communication activities:

"TAILOR is an ICT-48 Network of AI Research Excellence Centers funded by EU Horizon 2020 research and innovation programme under grant agreement No 952215".

- For infrastructure, equipment and major results:

"This [infrastructure][equipment] [insert type of result] is part of the TAILOR project that has received funding from the EU Horizon 2020 research and innovation programme under grant agreement No 952215".

More about how to acknowledge is found here:
https://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/acknowledge-funding_en.htm

When displayed together with another logo, the EU emblem must have appropriate prominence. For the purposes of their obligations under this Article, the beneficiaries may use the EU emblem without first obtaining approval from the Agency.

For more detailed information, see

https://ec.europa.eu/info/sites/info/files/use-emblem_en.pdf

This project receives funding from the @EU_H2020 Research & Innovation Programme. Any related tweets reflect only the view of the project owner.

Disclaimer excluding Agency and Commission responsibility

Any communication activity related to the action must indicate that it reflects only the author's view and that the Agency and the Commission are not responsible for any use that may be made of the information it contains:

"This communication/publication reflects only the author's view. It does not represent the view of the European Commission and the European Commission is not responsible for any use that may be made of the information it contains."

Appendix A - Brand Manual

Primary logo

Secondary logo

The logotype can also be used alone

The pictogram **can never be** used alone

< Not correct

Logo | Dark background

Logo | Monochrome

Logo | Clear space

Logo | Typography

TAILOR

FONT: Fakt Pro Blond

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

FONT: Fakt Pro Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

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Logo | Descriptive integration

Foundation of Trustworthy AI:
Integrating Learning, Optimisation and Reasoning

Example of application on letterhead

Appendix B – Social media plan
Miscellaneous

Social media policy

The TAILOR communication team will follow guidelines and rules defined in Linköping University Social Media policy:

https://insidan.liu.se/kommunikationsstod/sociala-medier-2/riklinjer-och-policy/1.453222/Riktlinjer_sociala_medier_vid_LiU.pdf

Ownership and Responsibilities

The Lead Partner of the TAILOR project owns all social media profiles. The Coordinator for the TAILOR project (as defined in the Grants Agreement) represent the lead partner organization and will be given super-administrator access to all accounts.

The TAILOR Communications Director, under supervision by the Coordinator, is responsible for creating posts, curating content and replying to comments. The Communications Officer(s) assists as needed.

New post will be sent to the Coordinator a few hours before publishing.

Archives

Due to Swedish law (Arkivlagen), social media posts cannot be erased. If the posts must be removed, this can be done by unpublishing or by saving a local copy in the diarie at LiU.

Monitoring

Activity on social media accounts should be monitored, automatically by setting alerts and manually at least once/week. Unsuitable comments should be removed.

Checklist for a successful post/tweet!

What's in it for me? Write something the audience needs.

Nice image/video/link

Mention people using their LinkedIn profile/Twitter handle!

Use hash-tags such as: #trustworthyAI #socialAI #machinelearning [LT1]

LinkedIn

TAILOR has a company page that is administered by the project office. The account is not linked to another account.

Profile information

Namn

TAILOR Network project

Public LinkedIn-url

https://www.linkedin.com/company/tailor-network-of-excellence-centres-on-trustworthy-ai

Catch-phrase

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A Network of European research centres on the foundations of Trustworthy AI, integrating learning, reasoning and optimisation.

Language

English (preferentially British)

Overview

Funded under the European Union's Horizon 2020 research and innovation programme, the TAILOR project is building a network of excellence centres on the foundations of Trustworthy AI. We are committed to demonstrate that research and innovation based on expertise, cooperation, and diversity can achieve the European vision of Human-Centred Trustworthy AI and make Europe the global role-model for responsible AI. The project started 1st September 2020 and will run for 4 years.

Follow us:

Website: www.tailor-network.eu

Twitter: https://twitter.com/eu_tailor

LinkedIn:

https://www.linkedin.com/company/tailor-network-of-excellence-centres-on-trustworthy-ai

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 952215.

Website

www.tailor-network.eu

Industry

Research

Company size

201-500

Headquarters

Linköping, SE

Type

Educational Institution

Founded

2020

Specialties

Trustworthy AI

Locations

LiU campus Valla

Activities

Posts created by TAILOR

Content suitable for TAILOR posts is, for example:

TAILOR events, results and activities. Make sure to @mention people!

Marketing other ICT-48 events, activities and results

News about partners or network members

Shared posts

Posts that are suitable to share on the TAILOR account is:

Posts published by leading TAILOR people

Posts published by ICT-48 projects

Posts mentioning TAILOR or leading TAILOR scientists

Comments/likes/discussions

TAILOR does not actively engage in conversations, except on our own posts or posts mentioning TAILOR. All comments should be signed by the person writing the comment).

LinkedIn Articles

Articles/blog posts are efficient instruments for dissemination. TAILOR researchers should be asked to write articles, that can be shared through the TAILOR LinkedIn account.

Alternatively, executive summaries of suitable deliverables can be adapted for publication as a LinkedIn article by the TAILOR account.

Twitter

TAILOR has a twitter profile administrated by xxxx. The account is linked to the following email address: xxxxx and the following telephone number: xxxx.

User name: @eu_tailor

Name:

User pic:

Activities

TAILOR tweets

Suitable content for TAILOR tweets is:

All news and events from ICT-48 websites and social media

Information regarding TAILOR scientists' publications or public appearances

Comments/likes/discussions

TAILOR does not actively engage in conversations, except on our own tweets or tweets mentioning TAILOR. All comments should be signed by the person writing the comment).